



for 1929

OLDSMOBILE . . . LANSING, MICH.

The Olds Motor Works reserves the right to make changes in prices and specifications or add improvements at any time, without incurring any obligation to install same on cars previously sold. Spare tire extra on all models



OLDSMOBILE
SIX

Oldsmobile Six for 1929

*Highest motoring value the day you buy it
and every day you drive it*



WHETHER you seek a beautiful and stylish car — or a car that can do everything you ask — or a roomy car of surpassing comfort — or a car easy to handle — or a car finely engineered — or a car that gives you the biggest value for every dollar you pay —

—the 1929 Oldsmobile merits your consideration — examination — and comparison, measured by your highest standards of automobile value. For here is a car now, more than ever, in the spotlight of public favor —

—because critical comparison with other cars reveals an overwhelming margin of value in favor of Oldsmobile —

—because desirable improvements for 1929 have been added to the fine car that is winning enthusiastic praise from thousands of owners.

Already representative of the most progressive engineering, Oldsmobile's big, high-compression engine now develops 62 horsepower. Piston pins are now pressure lubricated — an engineering feature heretofore characteristic of high priced cars. This great engine is smooth running, efficient, accelerates swiftly, and sustains top speed hour after hour, without effort, without heating or halting.

New style touches enhance its beauty. And even greater luxury is revealed inside the car — by deeper, softer seat cushions — by new, more costly upholsteries — and by the new Fisher adjustable front seats.

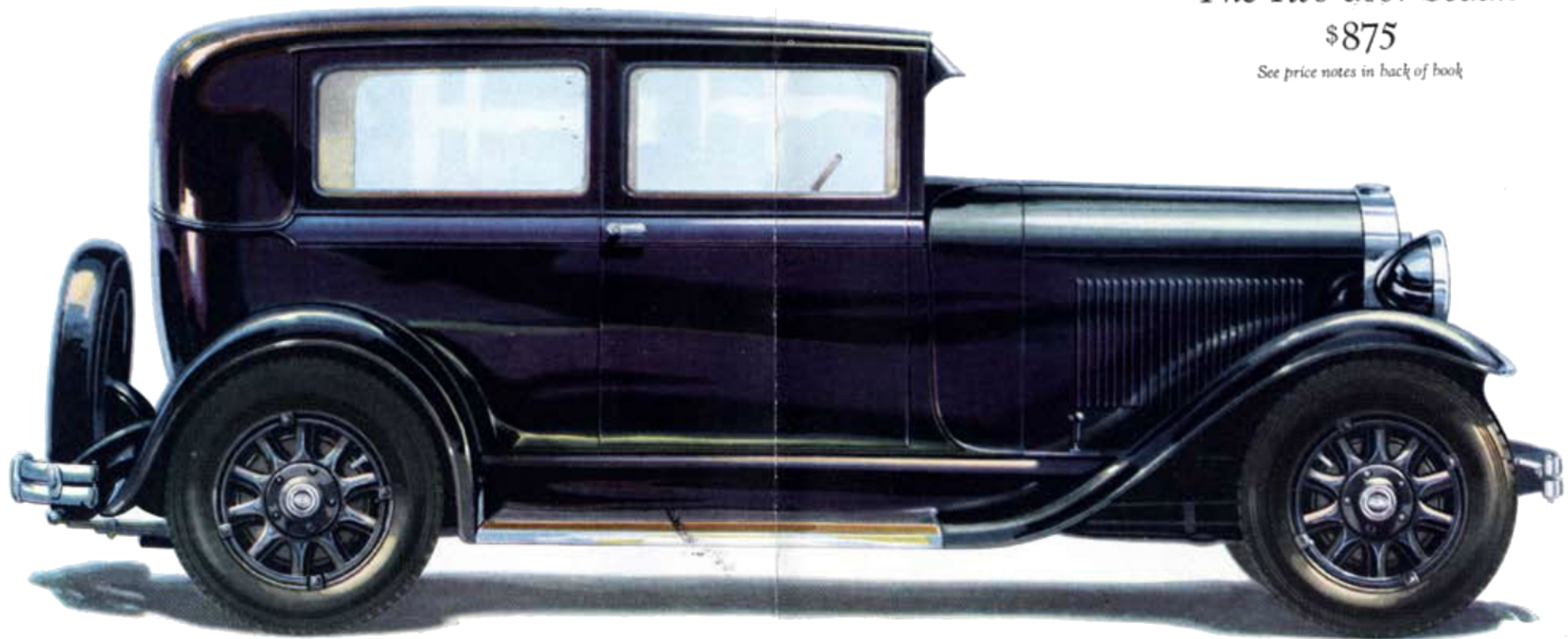
Best of all, Oldsmobile Six is priced to assure high initial value and economy — its new, lower prices include the comforts and conveniences your highest standards could demand — even to four Lovejoy hydraulic shock absorbers and vertical radiator shutters as standard equipment.

Examine the various body styles on the following pages. See them at your Oldsmobile dealer's store. Drive this 1929 Oldsmobile.

The Two-door Sedan

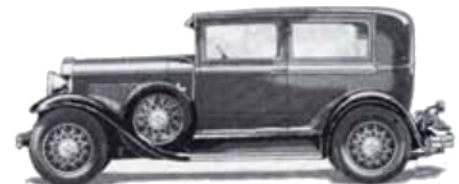
\$875

See price notes in back of book



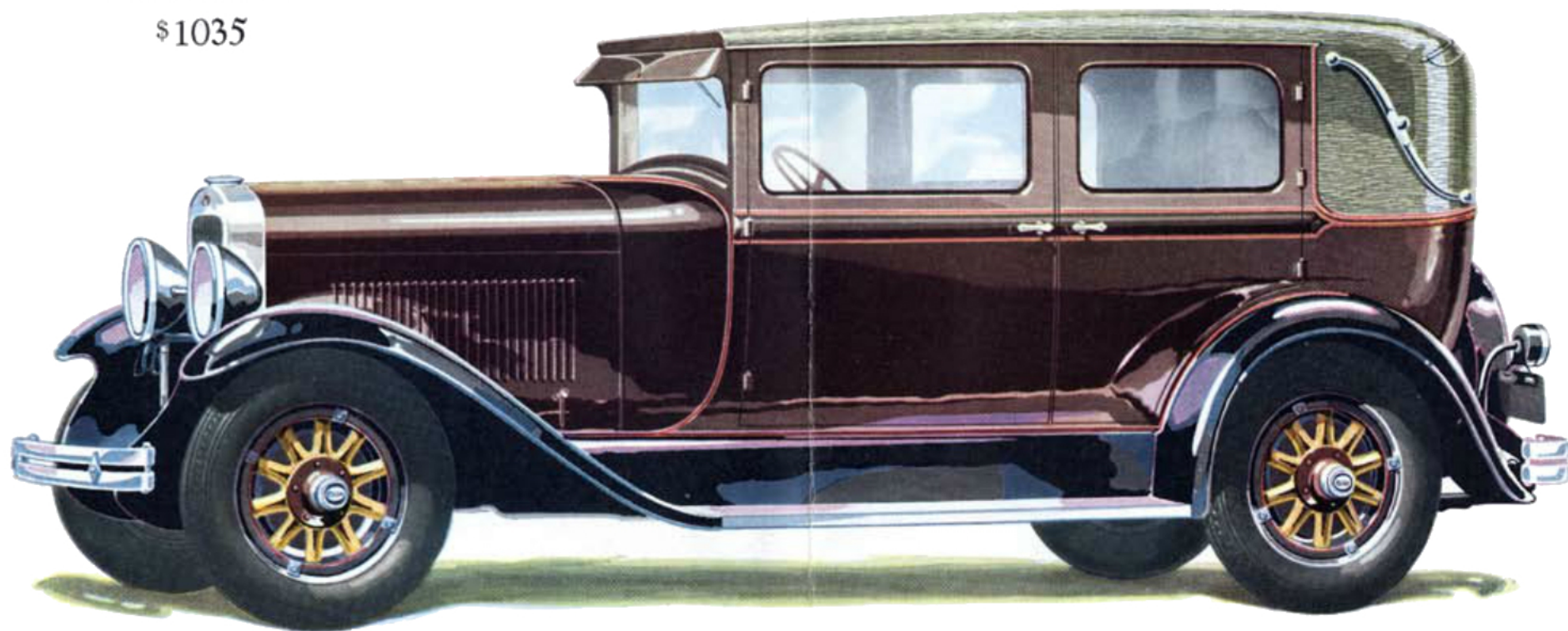
Special Two-door Sedan . . . \$950

OUTWARD smartness, inward charm and comfort abound in this voguish Body by Fisher. The driver's seat is adjustable. As do the other closed cars, this Two-door Sedan includes VV windshield, rear view mirror, dome light and automatic windshield wiper. You'll enjoy its restful riding qualities, enhanced by the use of four Lovejoy hydraulic shock absorbers as standard equipment. In short, here is a balanced automobile that will satisfy your every need and gratify your finer tastes.



De Luxe Two-door Sedan . . . \$1005

The Landau
\$1035



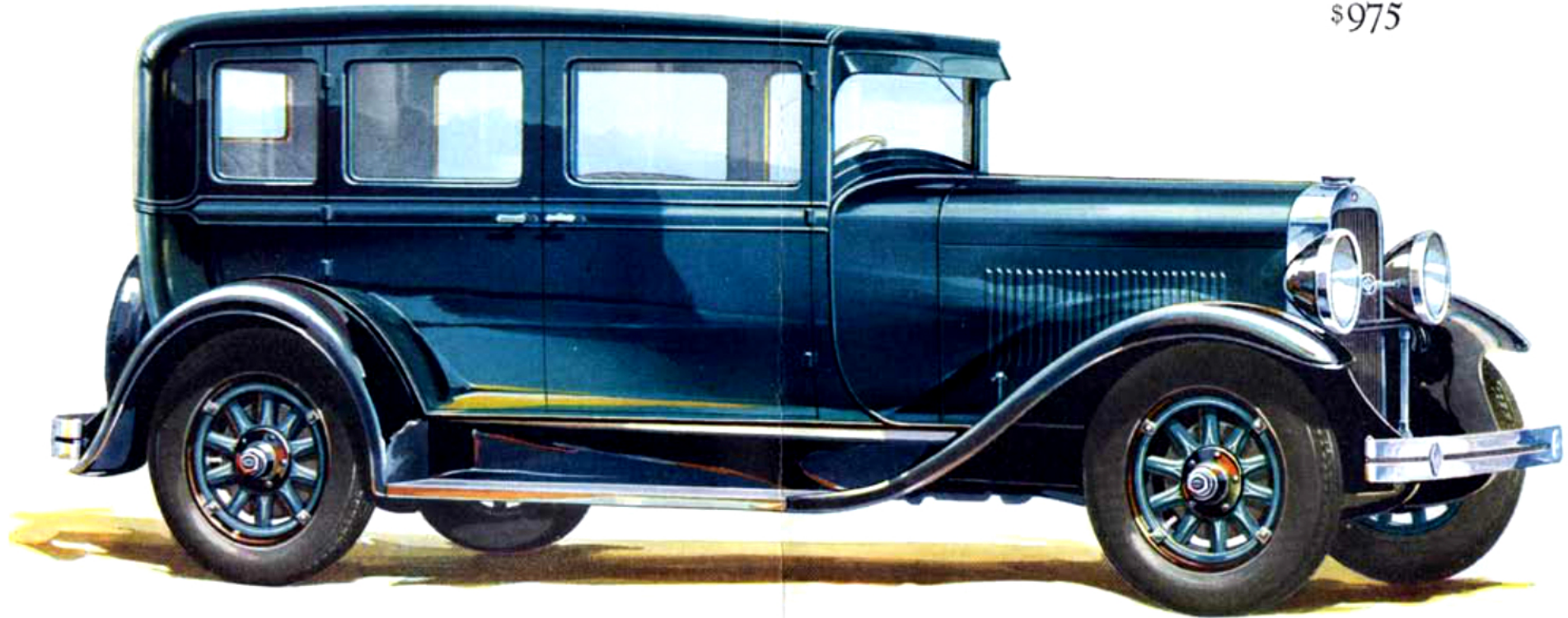
Special Landau . . . \$1110

COMPLETE travel luxury is provided by the Landau, in which outward smartness is matched with a wealth of interior refinements and a mechanism of pronounced abilities. The front seat is fully adjustable. The wide doors are given a charming interior effect by the corded panel treatment of the upholstery fabric. Walnut moldings around doors and on instrument panels are indicative of its quality. Arm rests for rear seat passengers are provided. Here is a car that is the choice of many who had heretofore found it necessary to spend much more to gratify their motoring tastes.



DeLuxe Landau . . . \$1165

The Four-door Sedan
\$975



HERE is the ideal family car. The roomy comfort of its full width seats and deep cushions makes this five-passenger Sedan as restful as it is voguish. Door interiors are embellished with integral panel treatments. The effortless smoothness of its high-compression engine will thrill you, for it rivals the steady, stageless pick-up of an electric motor. It rides with buoyant ease on every road. The low swung Oldsmobile chassis provides uncanny roadability and handling ease under all conditions.

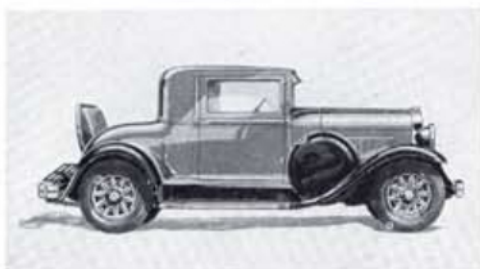
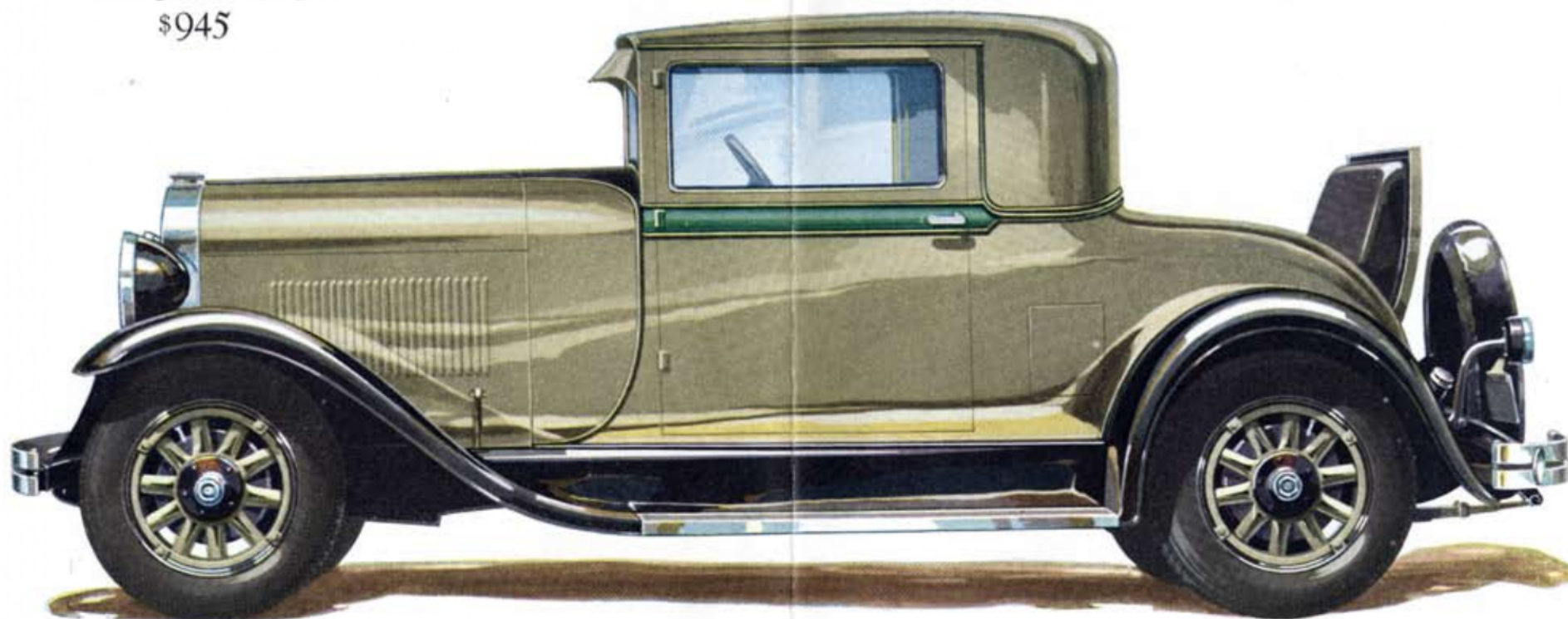


Special Four-door Sedan . . . \$1050



De Luxe Four-door Sedan . . . \$1105

The Sport Coupe
\$945



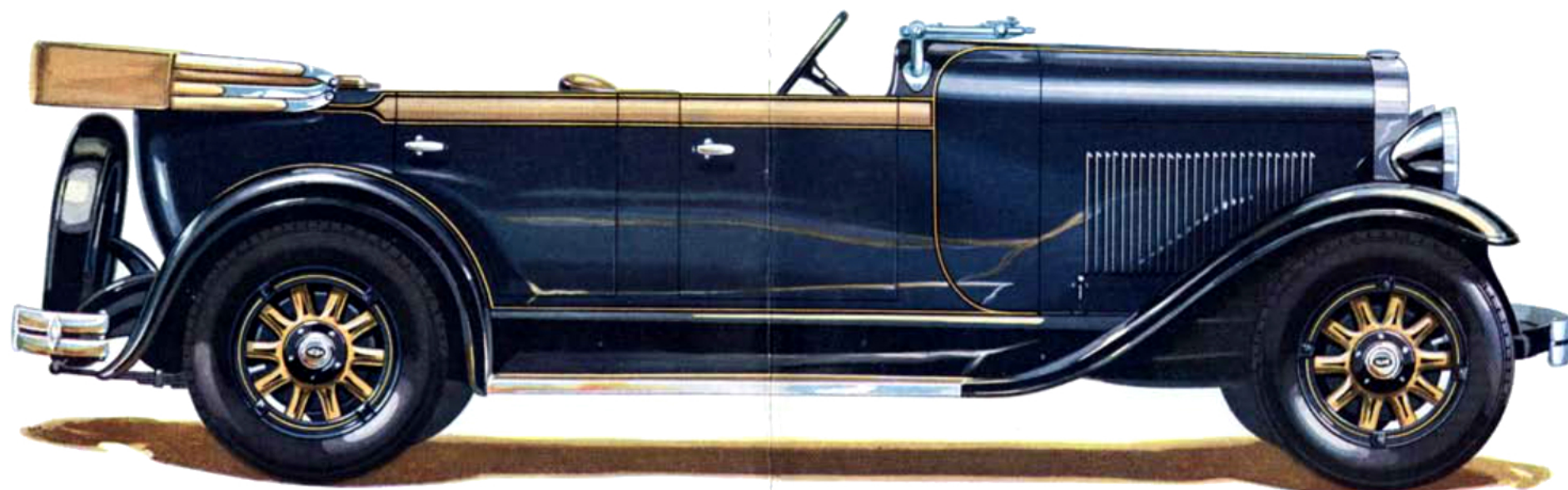
Special Sport Coupe . . \$1020

SPIRITED and modish, with its rear quarter panels in full metal, and with fully upholstered and trimmed rear deck seat, the Sport Coupe is a finely styled and popular car. The rear window lowers for free communication among all passengers. There is a convenient locker door at the side for luggage or golf clubs. The beauty of its interior is captivating. Door interiors are attractively paneled. Walnut moldings and inlays on the instrument panel add style and richness found nowhere else at its low price. The seat is adjustable.



De Luxe Sport Coupe . . \$1075

The Phaeton
\$945



DISTINGUISHED by its smartly tailored, clear vision top and one-piece folding windshield, the Phaeton is a vigorous example of the modern mode in open car design. Upholstery is in genuine leather. Just drive this car—you'll enjoy the thrill of sweeping from 5 to 25 miles per hour in 8 seconds—you'll thrill at its speed—you'll revel at its flashing get-away in traffic.

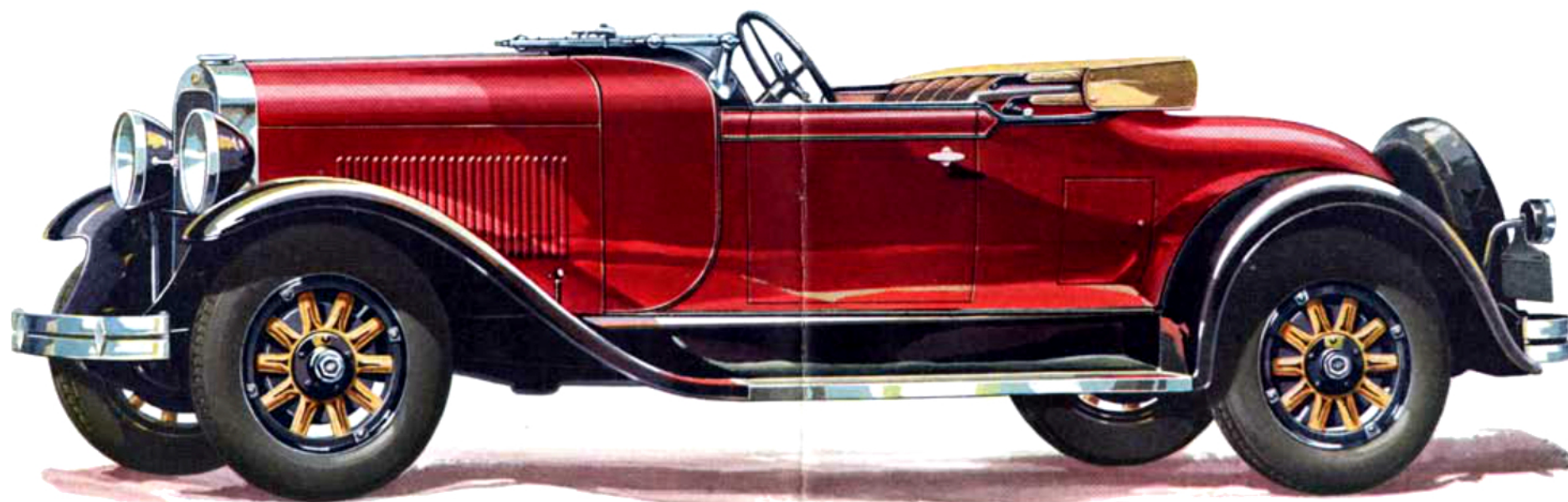


Special Phaeton . . . \$1020



De Luxe Phaeton . . . \$1075

The Roadster
\$945



In this Roadster Oldsmobile achieves that superlative smartness, coupled with flashing performance, so demanded in a roadster today. The rear deck seat is fully cushioned and trimmed. A convenient door to a spacious compartment is located at the side. The top is smartly tailored from weatherproof fabric. The side curtains are rigidly mounted and may be used even though the top may be down. The windshield is the one-piece, folding type.

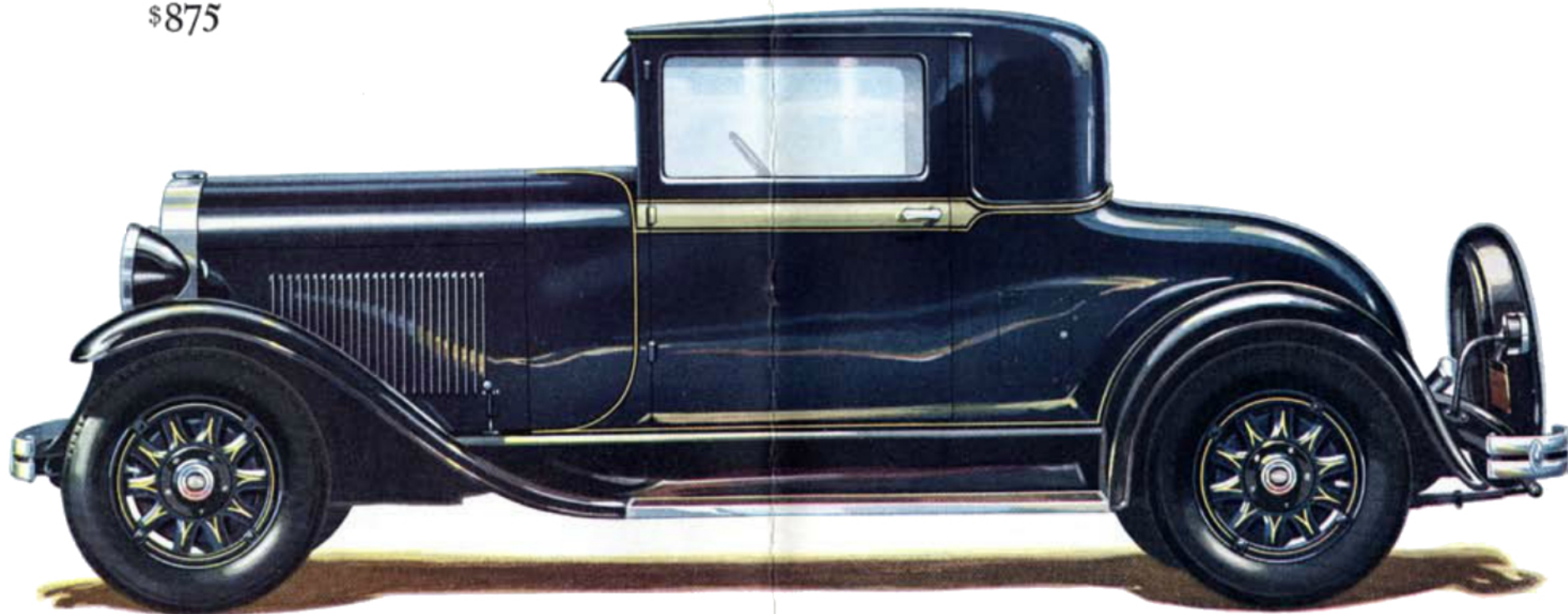


Special Roadster . . . \$1020

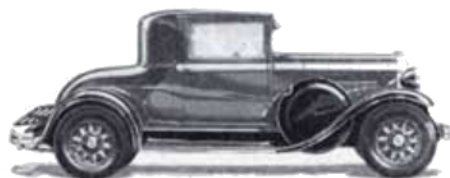


De Luxe Roadster . . . \$1075

The Coupe
\$875



ALTHOUGH widely accepted for the daily needs of the busy professional or business man, the Coupe, with its full measure of voguish smartness, riding comfort and handling ease, has met wide favor as a personal car. It has a single, full width, adjustable seat, with parcel shelf behind it, and an unusually spacious compartment in the rear deck. Wider doors afford new convenience and greater vision.

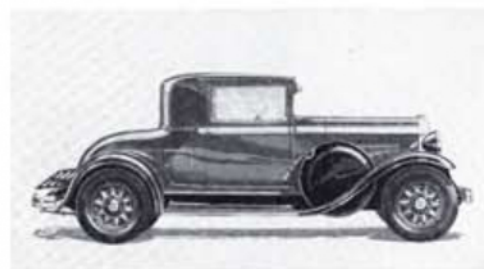
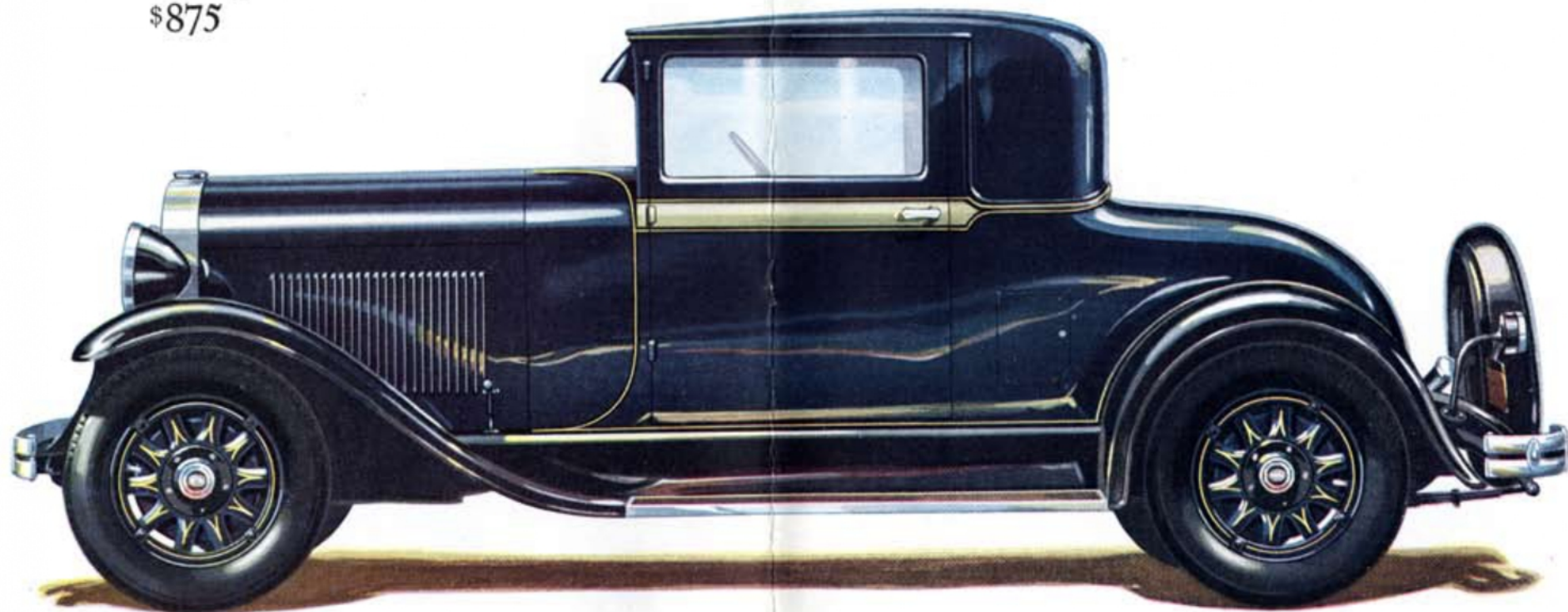


Special Coupe . . . \$950



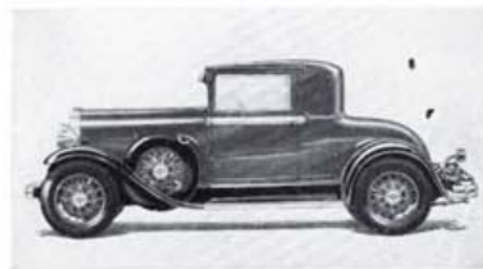
De Luxe Coupe . . . \$1005

The Coupe
\$875



Special Coupe . . . \$950

ALTHOUGH widely accepted for the daily needs of the busy professional or business man, the Coupe, with its full measure of voguish smartness, riding comfort and handling ease, has met wide favor as a personal car. It has a single, full width, adjustable seat, with parcel shelf behind it, and an unusually spacious compartment in the rear deck. Wider doors afford new convenience and greater vision.



De Luxe Coupe . . . \$1005



Luxurious Interiors

To feel and examine the weight and texture of Oldsmobile's mohair upholstery fabrics, to note the smart

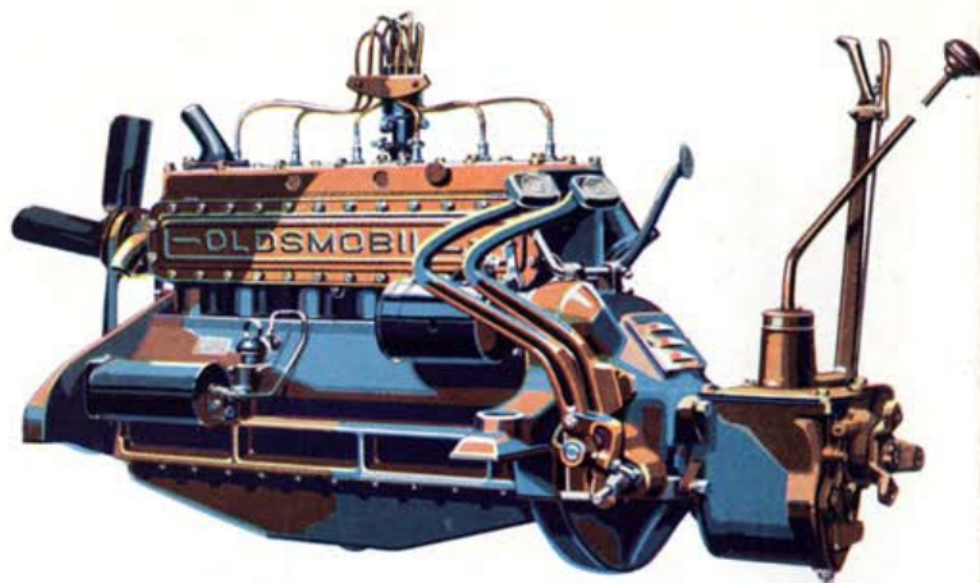
tailoring of the interiors, to observe the period design of the body fittings, is to realize that the greatest skill of artist-engineers has been devoted to making Oldsmobile luxurious, comfortable and fine.

Cushions are full depth, built up over coiled springs in nested cases in the most approved fine car manner.

Special provisions are made for the comfort of the driver. Thus the front seats of the closed cars are fully adjustable forward and back by an easy turn of a convenient control. As further assurance of suiting the stature of every driver, the position of the steering wheel is also adjustable.

Controls are convenient. The pedal type accelerator and the rubber pads on brake and clutch pedals are typical of the multitude of carefully executed details that broaden the margin of value between Oldsmobile and other cars anywhere near its price. Instruments are indirectly lighted and include temperature indicator, gasoline gauge, oil gauge, ammeter and speedometer.

The interiors are fully insulated against drafts and road noises by a rubber treated mat that extends forward and upward to the very top of the cowl.



A Finely Engineered Mechanism

*Ask for the booklet entitled
"Details of Construction," that describes fully Oldsmobile's
advanced engineering features*

ITs brilliant, high-compression performance is an outstanding attribute of the Oldsmobile Six L-head engine.

A significant and advanced refinement in this engine is

the positive pressure lubrication of piston pins through rifle drilled connecting rods.

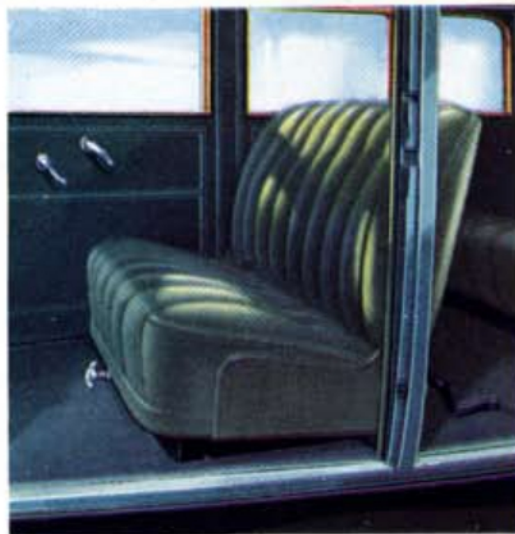
The engine embodies a long list of features, only a part of which are: The GMR, special design combustion chamber; controlled cooling; engine driven fuel pump with gasoline filter; crankcase ventilation; special design crankcase, ribbed for maximum rigidity and permanent alignment of working parts; special shock resisting rubber mountings; dynamic and static balanced crankshaft of unusual rigidity and large bearing surfaces; honed cylinders; oil filter; air cleaner; thermostatic charging control, and many others of equal importance.

In the silenced chassis, the clutch has a flexible, metallic central member, and the universal joints are of long wearing, cushioned type, to insulate against road noises and shocks.

The front brakes are internal expanding, three-shoe, self-energizing type. The rear brakes are of the external, self-wrapping type. The braking system is dependable and assures a quick, smooth stop.

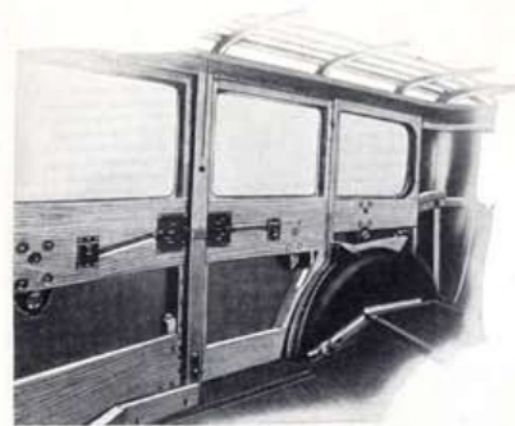
Staunch Body Construction

THE graceful Bodies by Fisher are not only smart and beautiful, they are also solidly built for safety, riding comfort, and long life. The stylish molding treatment, the curving metal panels, the trimly infit visor all enhance the charm of the trim and tailored appearance that characterizes Oldsmobile as a fine car. In the composite construction of these fine Fisher bodies, wood reinforces steel and steel reinforces wood, to afford maximum strength. Strong bracing with malleable iron and steel at points of greatest stress, advanced joint construction which is mortised, glued,



Front seats in all closed models are fully adjustable forward and back by an easy turn of the conveniently located control

screwed and bolted, and the use of fabric insulation to prevent metal to metal contact, all help to make them quiet and long-lived. Body colors are of radiant lacquered finish. Lasting, lustrous chromium plating adds further smartness.



A solid hardwood frame, fully sheathed in metal panels—such is the make-up of every Oldsmobile Six body



Steel braces absorb body stresses and firmly support the weight of the doors

Low Prices

THE standard model prices quoted are f.o.b. factory at Lansing, Michigan. The bumpers shown in the illustrations of standard cars are \$15, in addition to the quoted standard prices. Spare tires are extra on standard models.

Special models include, as additional equipment, two extra tires and tubes on rims mounted and locked in front fender wells; chromium-plated bumpers front and rear, and folding trunk platform. The special prices listed herein are f.o.b. Lansing.

DeLuxe models include, as additional equipment, six wire wheels, with two extra tires and tubes mounted and locked with wheels in front fender wells; chromium-plated bumpers front and rear; chromium-plated headlamps, and folding trunk platform. The DeLuxe prices listed herein are f.o.b. Lansing.

